MANUFACTURER 12

RETAILER 10

RETAIL PRICE 14

FIG. 1

CUSTOMIZE
PROMOTION
FOR RETAILER   16

PROVIDE RETAILER
WITH PROMOTION
CONTENT   18

ENTER INTO
PROMOTION
CONTRACT   20

RETAILER
IMPLEMENT
PROMOTION   22

RETAILER
SETS PRICE   24

REPORT
AUDIT
INFORMATION   26

FIG. 2

FIG. 3

```
┌─────────────────┐
│  MANUFACTURER   │  32
│     PROVIDE     │
│    PROMOTION    │
│   INFORMATION   │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│    RETAILER     │  34
│ PROVIDE PRICE   │ ─ ─ ─ ─ ─ ─ ─ ─ ─ ┐
│  DETERMINATION  │                   │
│   PARAMETERS    │                   ▼
└─────────────────┘              ◇─────────◇
         │                      ╱           ╲
         ▼                     ╱   IMPLEMENT  ╲  35
┌─────────────────┐      Y    ╱               ╲
│    PROMOTION    │  36 ◀─ ─ ─╲  PROMOTION?   ╱
│   IMPLEMENTED   │            ╲             ╱
└─────────────────┘             ╲           ╱
         │                       ◇─────────◇
         ▼                            │ N
┌ ─ ─ ─ ─ ─ ─ ─ ─ ┐                   ▼
    PROMOTION        38      ┌ ─ ─ ─ ─ ─ ─ ─ ─ ┐
│   AUDITED       │            RETAILER         37
└ ─ ─ ─ ─ ─ ─ ─ ─ ┘         │ SETS PRICES     │
         │                  └ ─ ─ ─ ─ ─ ─ ─ ─ ┘
         ▼
┌ ─ ─ ─ ─ ─ ─ ─ ─ ┐
     RECORD         39
│    AUDIT        │
  INFORMATION
└ ─ ─ ─ ─ ─ ─ ─ ─ ┘
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FIG. 4

FIG. 5

MANUFACTURER — 12

COMPUTER — 42b

SALES CONTROLLER — 40

DISPLAY CONTROLLER — 44

DISPLAY DEVICE — 46b

DISPLAY DEVICE — 46a

RETAILER — 10

COMPUTER — 42a

SALES DEVICE — 48

APPLN. FILING DATE: DECEMBER 9, 2003
TITLE: MODEL-BASED PROMOTION AND PRICE
COMPUTATION SYSTEM AND METHOD
INVENTOR(S): WILLIAM R. SWEENEY
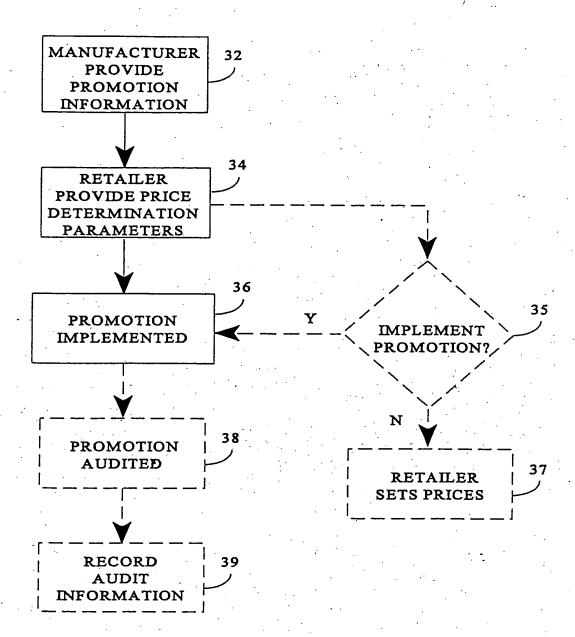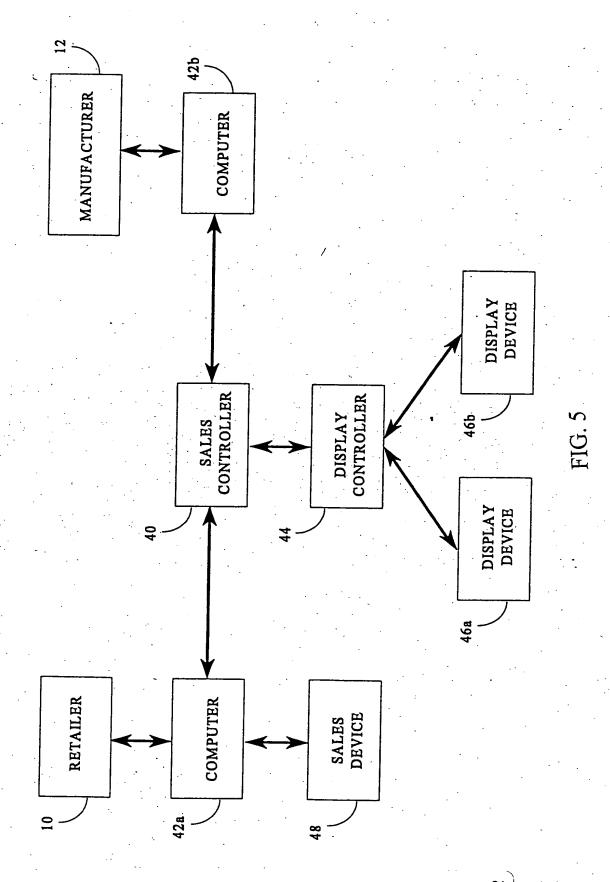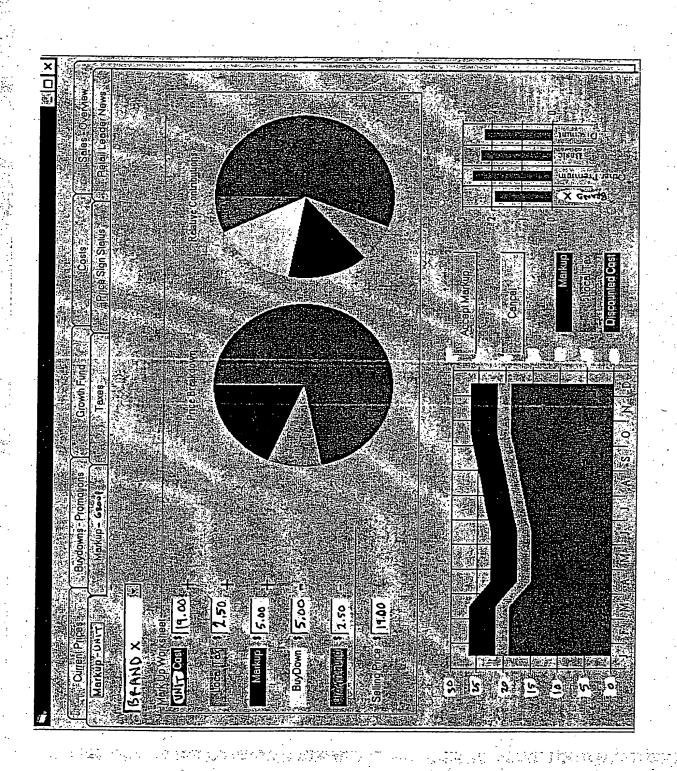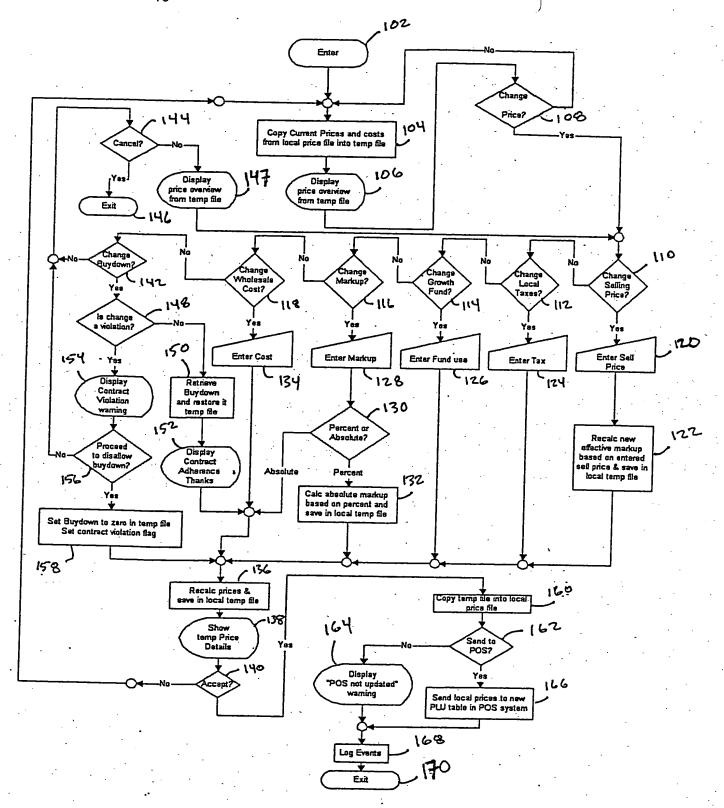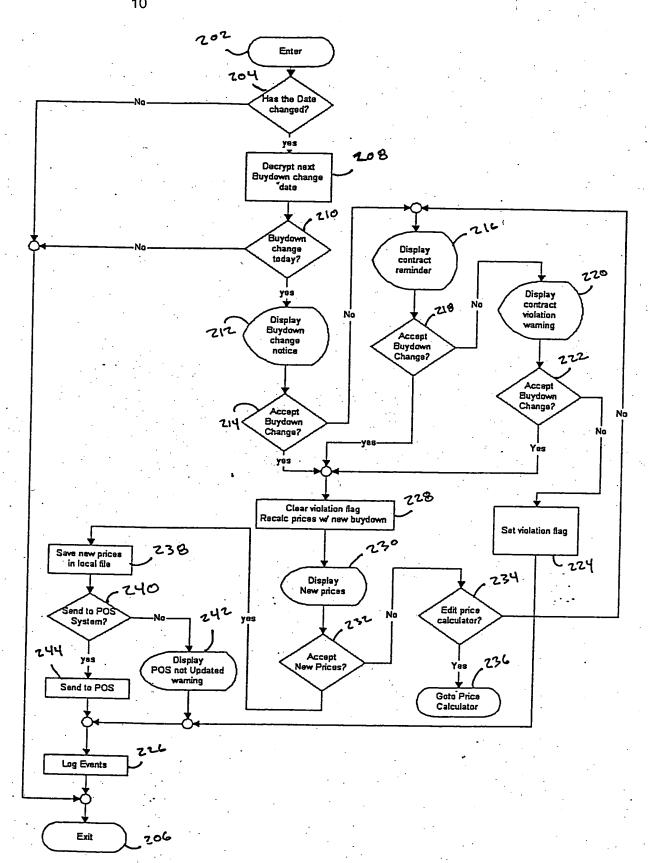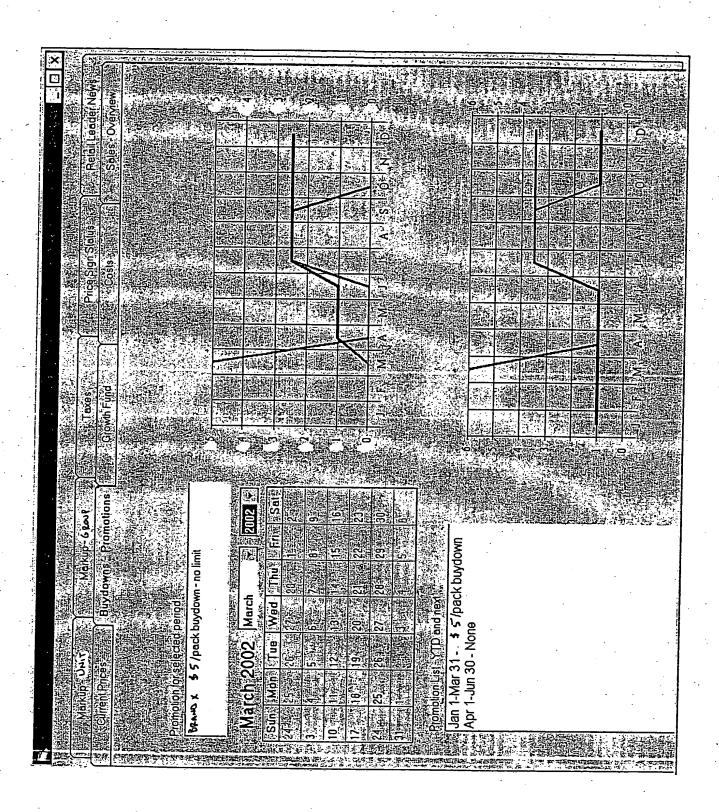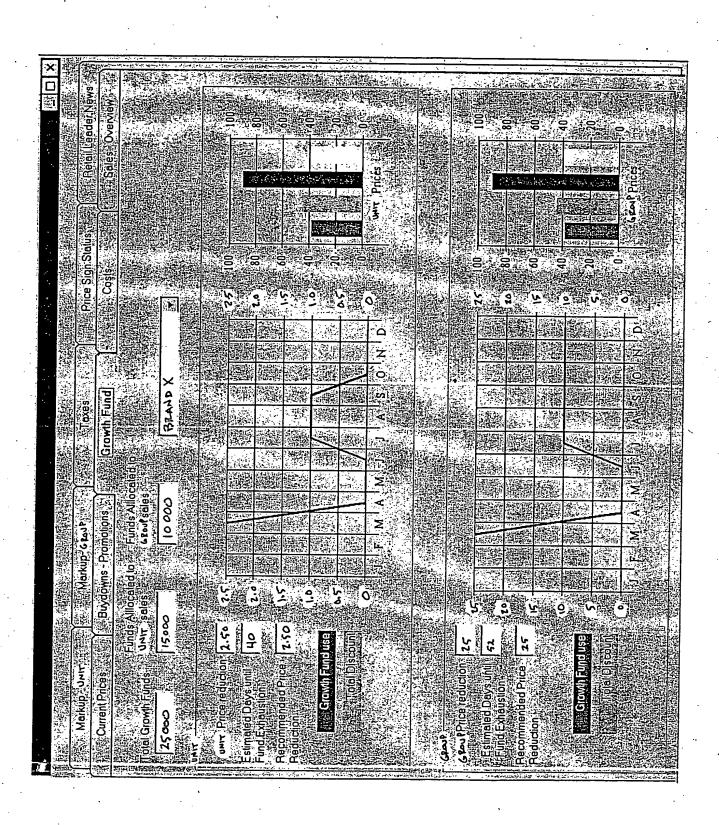APPLN. SERIAL NO.: NOT YET ASSIGNED
SHEET 5 OF 10

FIG. 6

FIG. 7

202 → Enter

204 → Has the Date changed? — No / yes

208 → Decrypt next Buydown change date

210 → Buydown change today? — No / yes

212 → Display Buydown change notice

214 → Accept Buydown Change? — yes

216 → Display contract reminder

218 → Accept Buydown Change? — No / yes

220 → Display contract violation warning

222 → Accept Buydown Change? — Yes / No

228 → Clear violation flag / Recalc prices w/ new buydown

224 → Set violation flag

230 → Display New prices

232 → Accept New Prices? — No

234 → Edit price calculator? — Yes / No

236 → Goto Price Calculator

238 → Save new prices in local file

240 → Send to POS System? — No / yes

242 → Display POS not Updated warning

244 → Send to POS

226 → Log Events

206 → Exit

FIG. 8

FIG. 9